



KSTU
5020 W. Amelia Earhart Dr.
Salt Lake City, UT 84116
(801)532-1300

CONTRACT

<u>Contract / Revision</u> 569391 /		<u>Alt Order #</u> 9796730
<u>Product</u> HOUSE MAJORITY PAC		
<u>Contract Dates</u> 10/02/12 - 10/15/12	<u>Estimate #</u> 79/86/1548	
<u>Advertiser</u> House Majority PAC		<u>Original Date / Revision</u> 08/17/12 / 08/17/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSTU	<u>Account Executive</u> Dan Driscoll	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 79	<u>Product Code</u> 86
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Waterfront Strategies
1010 Wisconsin Avenue
Suite 800
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	13	10/02/12	10/15/12	M-F 6a-7a	6a-7a		:30			NM	10	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/02/12	10/08/12	MTWTF--				5	\$375.00			
		Week: 10/09/12	10/15/12	MTWTF--				5	\$375.00			
N 2	13	10/07/12	10/14/12	Su 7a-9a	7a-9a		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/01/12	10/07/12	-----S				1	\$400.00			
		Week: 10/08/12	10/14/12	-----S				1	\$400.00			
N 3	13	10/02/12	10/15/12	M-F 7a-8a	7a-8a		:30			NM	10	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/02/12	10/08/12	MTWTF--				5	\$475.00			
		Week: 10/09/12	10/15/12	MTWTF--				5	\$475.00			
N 4	13	10/07/12	10/14/12	Su 7a-9a	7a-9a		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/01/12	10/07/12	-----S				1	\$500.00			
		Week: 10/08/12	10/14/12	-----S				1	\$500.00			
N 5	13	10/07/12	10/14/12	FOX News Sunday	9a-10a		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/01/12	10/07/12	-----S				1	\$200.00			
		Week: 10/08/12	10/14/12	-----S				1	\$200.00			
N 6	13	10/02/12	10/15/12	M-F 9a-10a	9a-10a		:30			NM	6	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/02/12	10/08/12	MTWTF--				3	\$250.00			
		Week: 10/09/12	10/15/12	MTWTF--				3	\$250.00			
N 7	13	10/07/12	10/14/12	FOX NFL 11a	11a-CC		:30			NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/01/12	10/07/12	-----S				1	\$2,000.00			
		Week: 10/08/12	10/14/12	-----S				1	\$2,000.00			
N 8	13	10/02/12	10/15/12	M-F 3p-4p	3p-4p		:30			NM	10	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/02/12	10/08/12	MTWTF--				5	\$250.00			
		Week: 10/09/12	10/15/12	MTWTF--				5	\$250.00			
N 9	13	10/07/12	10/14/12	Su 11a-5p	11a-5p		:30			NM	2	\$200.00

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Contract / Revision	Alt Order #
569391 /	9796730

Contract Dates	Product	Estimate #
10/02/12 - 10/15/12	HOUSE MAJORITY PAC	79/86/1548

Advertiser	Original Date / Revision
House Majority PAC	08/17/12 / 08/17/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/01/12	10/07/12	-----S				1	\$100.00			
		Week: 10/08/12	10/14/12	-----S				1	\$100.00			
N 10	13	10/02/12	10/15/12	M-F 3p-4p	3p-4p		:30			NM	10	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/02/12	10/08/12	MTWTF--				5	\$250.00			
		Week: 10/09/12	10/15/12	MTWTF--				5	\$250.00			
N 11	13	10/02/12	10/15/12	M-F 4p-5p	4p-5p		:30			NM	10	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/02/12	10/08/12	MTWTF--				5	\$400.00			
		Week: 10/09/12	10/15/12	MTWTF--				5	\$400.00			
N 12	13	10/06/12	10/13/12	Sa 530p-6p	530p-6p		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/01/12	10/07/12	-----S-				1	\$150.00			
		Week: 10/08/12	10/14/12	-----S-				1	\$150.00			
N 13	13	10/02/12	10/15/12	M-F 530p-6p	530p-6p		:30			NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/02/12	10/08/12	MTWTF--				2	\$550.00			
		Week: 10/09/12	10/15/12	MTWTF--				2	\$550.00			
N 14	13	10/06/12	10/13/12	Sa 6p-630p	6p-630p		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/01/12	10/07/12	-----S-				1	\$400.00			
		Week: 10/08/12	10/14/12	-----S-				1	\$400.00			
N 15	13	10/06/12	10/13/12	Sa 630p-7p	630p-7p		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/01/12	10/07/12	-----S-				1	\$350.00			
		Week: 10/08/12	10/14/12	-----S-				1	\$350.00			
N 16	13	10/03/12	10/10/12	FOX X Factor Wednesday	7-9p		:30			NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/01/12	10/07/12	--W----				2	\$2,000.00			
		Week: 10/08/12	10/14/12	--W----				2	\$2,000.00			
N 17	13	10/04/12	10/11/12	FOX X Factor Thursday	658-9p		:30			NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/01/12	10/07/12	---T---				1	\$2,000.00			
		Week: 10/08/12	10/14/12	---T---				1	\$2,000.00			
N 18	13	10/08/12	10/15/12	FOX Prime Monday 8-9p	8p-9p		:30			NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/08/12	10/14/12	M-----				1	\$1,800.00			
		Week: 10/15/12	10/21/12	M-----				1	\$1,800.00			
N 19	13	10/04/12	10/11/12	FOX Prime Thursday 8-9p	8p-9p		:30			NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/01/12	10/07/12	---T---				1	\$3,000.00			
		Week: 10/08/12	10/14/12	---T---				1	\$3,000.00			
N 20	13	10/02/12	10/15/12	M-F 9p-1005p	9p-1005p		:30			NM	6	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/02/12	10/08/12	MTWTF--				3	\$1,200.00			
		Week: 10/09/12	10/15/12	MTWTF--				3	\$1,200.00			
N 21	13	10/07/12	10/14/12	Su 9p-1005p	9p-1005p		:30			NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/01/12	10/07/12	-----S				1	\$1,000.00			
		Week: 10/08/12	10/14/12	-----S				1	\$1,000.00			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 22	13	10/02/12	10/15/12	M-F 9p-1005p	9p-1005p		:30			NM	4	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MTWTF--				2	\$1,100.00			
Week:		10/09/12	10/15/12	MTWTF--				2	\$1,100.00			
N 23	13	10/02/12	10/15/12	M-F 1005p-1035p	1005p-1035p		:30			NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MTWTF--				2	\$450.00			
Week:		10/09/12	10/15/12	MTWTF--				2	\$450.00			
Totals											102	\$66,400.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/15/12	102	\$66,400.00	\$56,440.00
Totals	102	\$66,400.00	\$56,440.00

Signature: _____ **Date:** _____

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